

Personality Traits Model of An Entrepreneur

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Entrepreneurship is one of the driver of a country's economic development. Entrepreneur is one who can take the initiative of business opportunities by combining elements of capital and existing resources and to benefit from these efforts. Various disciplines trying to explain the problems of entrepreneurship, including economics, sociology, and psychology. One of the psychological thinking contribution is to highlight the personality characteristics needed by an entrepreneur to achieve success. We do understand that success in any field is not only supported by the factor of intelligence alone, but must also be supported by another important factor such as personality factors. Personality factors which are usually studied in many research is the personality traits. This paper tries to study some of the previous research on the personality traits of an entrepreneur, especially female entrepreneur. 14 female entrepreneurs, 9 of them are members of east Java IWAPI, were interviewed. This study found a picture of characteristics of entrepreneurs that are able to make them success. Summary and conclusion of these studies will be described in a model of personality characteristics of an entrepreneur. The model is expected to be a reference for future studies as well as guidelines for practitioners.

Key words : women entrepreneur, gender, personality traits, globalization

Globalization is essentially a free movement of capital, goods, services, ideas, information, and human beings, that transcends national boundaries. Market in each country will become the battleground, with both domestic and foreign competitors will compete each other for market share in the country. But for some people, globalization also implies fear, because they are afraid if only a small fraction of the community will get the benefit, for example, the large organizations or powerful nations. Capital, technology, raw materials, information, all this will be easily dispersed and exchanged, except for one thing, namely labor. Capable workforce, both intellectually and skills, in a complex task, will be able to maintain the organization's competitiveness and attract foreign investment. In fact, these relationships will

form a circle: a skilled workforce will attract global cooperation, which will make investments and provide employment opportunities to attract labor, then this condition will result in additional training and experience for the workforce. So in the era of globalization, it seems that better option is to prepare the human, to develop the existing potential, while maintaining a human who has become a member of an organization. Jane McKenzie (1996 in Soemarto, 2003) mention the basic sources of power, which includes monetary influence, physical force and mental power as a force capable of controlling the accelerating change in the era of globalization. In accordance with the opinion expressed by Soemarto (2003, p 39): "I would argue that countries that excellent in all three powers, will always be winners in

global competition, because those countries were able to take the three power in turn, adjusted with the situational development. What attitude should be taken in order not to get run over by each type of power used by the state or group of countries that already have a competitive advantage in all areas ? As a country that is still in the economic and industrial growth, Indonesia apparently still not ready to compete with the advanced industrial countries, supported by advances in technology and sophistication of science. In the global arena we too have not been able to use the third power of the above in turn. The only power we have and can still be developed as a developing nation is the mental power, which is nothing but intellectual ability or resources that is in us. " Further Soemarto (2003) mentions the need to develop an independent stance in facing global competition, while the spirit of entrepreneurship has a close relationship with the independent attitude as the basis of the growing economy. Entrepreneurial spirit, with its core strength is achievement motivation, is able to grow the economy of a country, and this was proved by David McClelland in his research in various countries, both in Western Europe and Eastern Europe (Hungary, Poland, and Czechoslovakia) and in developing countries (e.g. India and Mexico). In such a difficult situation it would be better if we re-affirmed our commitment to overcome difficulties with the spirit of entrepreneurship that is based on high achievement motive, the development of a strong mental power, human morality and ethics in facing increasingly tough global competition. This paper tries to give a more detailed picture of the entrepreneurial spirit, based on the results of two studies, with a focus in

entrepreneurial characteristics. Although the respondents are female entrepreneurs, it is expected that the result could be generalized to all of the entrepreneurs.

ENTREPRENEURSHIP

According to Kao, RWY (1995) entrepreneurship is "the process of doing something new (creative) and something different (innovative) for the purpose of creating wealth for the individual and adding value to society." While Kuratko and Hodgetts (1998) defines entrepreneurship as "the one who undertakes to organize, manage, and assume the risks of business. From the various definitions that exist, it can be concluded that an entrepreneur or the entrepreneur is someone who can take the initiative of business opportunities by combining elements of capital and existing resources and to benefit from these efforts (Djajaseputra, 1992). Various disciplines trying to explain the problems of entrepreneurship, including economics, sociology, and psychology. The psychological point of view can not be separated from the McClelland theory stating the existence of some entrepreneurial characteristics, namely the desire to achieve which is identified as N.ach (need for achievement), the desire for responsibility, preference to medium risks, perceptions of the likelihood of success, stimulation by feedback, energetic activity , future orientation, skills in organizing, and attitudes toward money. Technology Development Center at the East West Institute (Djajaseputra, 1992) categorized 19 characteristics into 6 groups of characteristics, namely: 1) confidence (self-

reliant, optimistic, confident, dynamic, and open-minded); 2) Originality (innovative, resourceful, initiative, a broad-minded); 3) people oriented (adaptable, flexible / supple, responsive to suggestions and criticisms; 4) task / result oriented (have a desire for high achievement, the orientation of the profits, determined and steadfast, hardworking); 5) future oriented (have a far-sighted) and 6) risk taking (like a challenge). Meanwhile, Meredith (1996 in Octavia Devi, 2005) mentioned some form of intrinsic value of entrepreneurship such as : self-confidence, task-oriented and results, the courage to take risks, leadership, future oriented, and originality (creativity and innovative)

GENDER

Gender differences related to social values are reflected in behaviors, beliefs, and social organization. Hurlock (1990) divided two types of roles, i.e the traditional type of role and the egalitarian type of role. The traditional type of role emphasized the behavior patterns that do not take into account the interests and abilities of individuals, emphasizing the superiority, masculinity, and can not tolerate any work that is considered women's work. Differences in women and men is based on the type of work that is considered "inappropriate" performed by each type. The egalitarian type of role emphasized individualism and equality between men and women, in which the role must bring personal satisfaction.

Research Methods

A total of 14 female entrepreneurs, consist of 9 women entrepreneurs from various business sectors as the members of IWAPI in East

Java and 5 non-members of the professional community were interviewed . The interviews were analyzed using content analysis.

Research

Research of Titisari Ambar (2001) obtained nine characteristics of women entrepreneurs, namely: communication skill, management skill, creativity, consumer oriented, hard working, ethics, opportunity seeking, employee oriented, and accessibility. While the research of Devi Octavia (2005) obtained self-employment criteria in this order: self-confidence, originality, task orientation and future orientation, risk-taking, and leadership.

Discussion

From the two studies above we can describe the basic characteristics of entrepreneurs that make them successful in running their business, namely :

1. Communication skills, which includes organizational activity, lobbying and negotiation, have more networking, experience, extensive relationships, flexible, good at public speaking, persevering, and authoritative
2. Management skills, which includes good management, professional, management of financial resources, not consumptive, are able to overcome problems and make decisions, apply the modern management, not afraid of competition, and special education to support its business.
3. Creativity, which includes innovative, pay attention to detail, future orientation, willing to try new things, and constantly develop insight by learning and reading
4. Consumer oriented, which includes

maintaining consistent product quality, maintaining the reputation, give more attention and honest to customers, understand the needs and desires of consumers.

5. Hard Working, which includes having fighting spirit and responsible for establishing and maintaining its own businesses, more action than dreaming, resilient, directly addressing existing problems, not avoiding the problems, optimistic, not easily discouraged, always trying to expand its business, consistent to his type of business

6. Ethics, which includes having such ethical responsibility for the debts, personal values (honesty, discipline, consequently, have the principles, responsibilities), religious values and norms are strong (doing good things, social)

7. Opportunity seeking, which includes risk-taking, daring to decide, following the trends and changes, flexible and proactive, efficient in the use of money, realistic in looking at opportunities

8. Employee oriented, which includes building relationships and able to maintain a family atmosphere with the employee, the employee is considered as company asset, and strict discipline of employees, provide adequate security and welfare

9. Accessibility, which includes extensive networking, get the facilities, having access to funding sources

10. Confident and independent, which is required to initiate, conduct, and complete the task, optimistic, determined, eager to work. Confidence will produce courage and steadiness to take risks in decision-making

11. Originality, which includes the value of creative (able to think differently), innovative (able to act differently), and flexible in thinking

12. Task orientation, always put the

achievement motive, diligent, hard working, energetic, initiative, critical thinking, determined

13. Future orientation, have the foresight (vision), not satisfied with the results obtained, are always looking for opportunities

14. Dare to take risks, like a challenge, look for risks that are not too low or too high, is associated with self-confidence

15. Leadership, trying to be a pioneer and model, to accept criticism and suggestions, to look for opportunities.

All of these characteristics is a blend of intelligence, working style, and personality as described in the psychological point of view. The concept of intelligence quotient, emotional quotient, and adversity quotient are coloring the entrepreneurial characteristics. In other words, the three domains in the sense of personality has to be concerned in order to create a person who have the entrepreneurial spirit and mental, as a manifestation of an effort to strengthen the mental power of Indonesian people.

As stated by Mr. Soemarto (2003), entrepreneurial spirit not only be shown by establishing the company, but can also be manifested in the work and learning situations (Soemarto, 2003, p. 41). In the context of the organization, preparation in facing global competition is also needed, both in terms of structural and personal handling. In terms of structural handling one of the effort undertaken by the organization is to change its organizational structure, such as a dejobbed-organization (Soemarto, 2003). Such organizations are more concerned with the role of each member of the organization rather than assign jobs to the description of duties and obligations that limit the

jobholders to take its own course. In dejobbed-organization people required to take more initiative, be creative and proactive. Tasks can be created solely by the groups of people within the same organization that aims to improve the quality of products or services, in order to make the company superior that can compete (competitive advantage). Then the problem of employee career development change into the personal responsibility of each employee, depending on his or her achievement and intellectuality. In terms of handling the personal or human aspect, the organization can make efforts to educate the existing workforce in terms of entrepreneurial spirit, taking into account the characteristics of entrepreneurs, as illustrated above. The series of training and development program can be directed to form and forge entrepreneurial characteristics, so that in the organization there are many members who have mental and entrepreneurial spirit, in the sense that they will feel as if they privately owned the company and make efforts to fight for and defend the company of his own. That's what we call entrepreneurial spirit. I believe that organizations in the future will require a lot of these people in order to be a winner.

In particular, since this study focused more on women's entrepreneurship, of course, gender way of thinking has to be the reference in looking at the phenomenon. It seems that the egalitarian views shift the traditional view, in a positive sense, that the women also showed a desire and effort to participate actively in facing the changes and challenges in the future. On the other hand the traditional role, which emphasizes social and cultural factors and require that women

has to be housewives who take responsibility in household affairs and to give full attention to family members, some times become an obstacle in their business activities. Then again the situation must be faced as a challenge that needs to be managed better and more efficient, such as by setting the time and attention between the profession and family. Globalization can be seen as a threat or an opportunity. When viewed as a threat, then there is unhealthy competition, prejudice and suspicion, conflict, which consume the energy, thoughts, and moral and material, inhumane because of the loss of moral values and ethics and concern for others, and will become a program in a free fight competition and survival of the fittest (Soemarto, 2003). When viewed as an opportunity, then globalization become an opportunity and a challenge to develop themselves further, improve competitiveness, managing professionalism, fostering a spirit to expand their horizons and cooperation, efficiency in energy, thoughts, as well as foster care and humanity. All of these manifested in the slogan that mentioned in the book Thoughts of Human Capital from Mr. Soemarto, Dipl. Psych. (2003) are:

Competition Okay, But Do not Forget Ethics and Morality.

Competition Yes, But Do not Forget Cooperation.

Competition why not, But Please Remember Be Sensitive to the Emotional Life and Needs of Others.

Healthy Competition Must Be Considered All The Time

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